

# BMW GUGGENHEIM LAB

## Advisory Committee

Daniel Barenboim  
Elizabeth Diller  
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Muchadeyi Ashton Masunda  
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Juliet Schor  
Rirkrit Tiravanija  
Wang Shi

Mature street trees / 能夠沈思與放鬆 / Having at least 800 square foot to myself / Accoglienti aree pedonali a misura d'uomo con posti a sedere / ไมได้ยืนเสียงรบกวนจากการจราจรใดๆ ทั้งสิ้น ในขณะ ที่ฉันกำลังนอนหลับ / Being able to wander the streets, regardless of whether it's

Japanese sake / Savoir dans quelle direction marcher sans lire les panneaux / 친한 친구들 / Una cama grande con muchas sábanas limpias y almohadas grandes / 使いやすい公共交通 / Гуляя по улицам усажеными красивыми высокими деревьями /

平日信步到熟識店家的水果攤、熟食店、以及乾洗店 / گوناکونی مردم و تنوع ساختمان های یک شهر است که آنرا گرم و دلنشاین می سازد / نکلکت / דשא לנוח עליה / בוספ"ש / أوجه التشابه بين مدينتك أو مدن مختلفة / Traffic lights turning all green at once in sync / Aire acondicionado / ledereen wordt een deel van hun buurt, een deel van de sociale omgeving / geving / ni ayika ogbon ati oye / Knowing I can escape / Ordered chaos / Está sempre pre movimento / Sushi lunchbox special / Empty seat on the subway /

## Media Alert

# Lab I Log Launches *Comfort Crash Course: 4,000 Miles of Confronting Comfort*, a Series of Dispatches from a Container Ship Crossing the Atlantic

WHERE: [blog.bmwguggenheimlab.org](http://blog.bmwguggenheimlab.org)

WHEN: March 2012

WHAT: Today [Lab I Log](http://blog.bmwguggenheimlab.org), the blog and travel diary of the [BMW Guggenheim Lab](http://www.bmwguggenheimlab.org), launches a new series, [Comfort Crash Course: 4,000 Miles of Confronting Comfort](http://blog.bmwguggenheimlab.org), documenting journalist [Christine McLaren](http://www.christinemclaren.com)'s passage from New York to Berlin on a container ship. Following the 15-day transatlantic route traveled earlier this winter by the Lab's temporary, carbon-fiber structure, Christine will offer a unique perspective on the Lab's Cycle 1 theme: [Confronting Comfort](http://blog.bmwguggenheimlab.org).

Drawing from a selection of written works that helped inspire this theme—from ancient philosophy to modern academic research—the ten-part *Comfort Crash Course* series will reflect on what comfort is, when and why we began to seek it, how that desire has shaped our modern cities, and ultimately, why we continue to question the nature of comfort. Investigating everything from the human ability to adjust to a variety of environments in the search for comfort, to what has driven us to become endless consumers, posts will weave these reflections together with Christine's personal experience of the journey.

To receive Lab I Log posts in your inbox, [subscribe now](http://blog.bmwguggenheimlab.org).

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### **About the BMW Guggenheim Lab**

The BMW Guggenheim Lab is a combination think tank, public forum, and community center. Housed in a mobile structure designed by Tokyo architecture firm Atelier Bow-Wow, the BMW Guggenheim Lab launched on August 3 in New York. Curated by David van der Leer, Curator, and Maria Nicanor, Curator, the Lab offers a range of free programs organized around the theme *Confronting Comfort* that explore concepts and designs for city life. Over six years, the BMW Guggenheim Lab will travel to nine cities around the world in three successive cycles, each with its own theme and mobile structure. The BMW Guggenheim Lab will operate in Berlin from May 24 to July 29, 2012, followed by Mumbai in 2012–13.

### **About the BMW Guggenheim Lab Collaboration**

The Solomon R. Guggenheim Foundation and the BMW Group co-initiated the BMW Guggenheim Lab in October 2010. Through this six-year, nine-city project, the Guggenheim and BMW are pioneering new approaches to the challenges faced by major cities around the world, collectively inspiring forward-looking concepts for urban life, and broadening the dialogue about the future of cities.

The collaboration with BMW enables the Guggenheim to advance its commitment to fostering creative thinking and promoting the understanding and appreciation of architecture, art, and other manifestations of visual culture. Through its on-site and online programming, the BMW Guggenheim Lab is empowering the public and thought leaders alike and engaging global audiences on a community level.

The collaboration with the Guggenheim is BMW's largest and most ambitious cultural commitment, raising the company's more than forty-year history of involvement with important cultural initiatives worldwide to a new level. In addition to providing the financial resources that make the project possible, BMW brings its tested expertise in global initiatives, outreach, and technology to the project, while safeguarding the Guggenheim's curatorial freedom. It is BMW's conviction that such freedom is as essential for groundbreaking artistic work as it is for major innovations in a successful business.

### **About the BMW Guggenheim Lab Online**

The BMW Guggenheim Lab's website ([bmwguggenheimlab.org](http://bmwguggenheimlab.org)), blog ([blog.bmwguggenheimlab.org](http://blog.bmwguggenheimlab.org)), and online communities further extend the opportunity to participate in this multidisciplinary urban experiment worldwide. Visitors are invited to become members of the BMW Guggenheim Lab's dedicated social communities at:

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[bmwguggenheimlab.org](http://bmwguggenheimlab.org)

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For the latest on the Lab, [subscribe](#) to receive e-news.

For the complete press materials, go to [bmwguggenheimlab.org/press](http://bmwguggenheimlab.org/press)

For publicity images and videos, go to [bmwguggenheimlab.org/pressimages](http://bmwguggenheimlab.org/pressimages)

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